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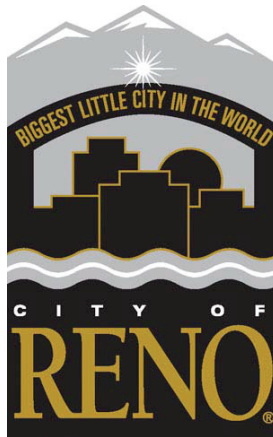
STRATEGY



CITY OF RENO  
dna brandbuilding®



community survey



# City of Reno Brand Survey

January 2013



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# City of Reno Brand Survey – January 2013

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# Objectives and Methodology

## Objectives

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The Glenn Group Agency, on behalf of the City of Reno, requested a survey to obtain feedback about how citizens perceive the City of Reno government. The primary objectives of this custom Brand Survey were to:

- Identify how citizens generally perceive Reno as a place to live,
- Identify how much responsibility citizens deem various entities (e.g., the State of Nevada, Washoe County, not-for-profit organizations) to have for the overall quality of life in Reno,
- Identify whether citizens generally perceive the City of Reno government to be doing an excellent, good, fair, or poor job, as well as why they feel that way,
- Identify whether citizens perceive the City of Reno government to have primary, secondary, or no direct responsibility for various services or functions, as well as whether the City government's priorities and performance are on track,
- Identify the brand the City of Reno government has in terms of the descriptive words associated with it,
- Identify which City services, out of 13 listed, citizens think should have the highest priority for the City of Reno government, as well as citizens' level of satisfaction with these services,
- Identify citizens' level of attentiveness to, and interest in, City of Reno government issues.

## Methodology

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The City of Reno managed the survey invitation process. The City posted a survey link on the City's website home page and emailed requests, with a link to the home page, to 2,254 citizens with known email addresses who subscribed to the City's *Reno Connect* newsletter. A total of 147 email invitations were not deliverable and another 135 potential respondents were screened out because they indicated they did not currently reside within the Reno city limits.

Overall, **518** residents completed the survey. Although an exact response rate cannot be calculated because the survey was open to anyone who accessed the website, a best-case response rate estimate is 26%, based on the number of respondents divided by the deliverable invitations to qualified residents (n=1,972).

The survey was in the field from December 5 to 20, 2012, and the City of Reno sent a reminder invitation on December 17. It is estimated that the questionnaire took respondents about 8 to 10 minutes each to complete.

The confidence interval is  $\pm 4.3\%$  for the total sample of 518 respondents; this range of variability is calculated at the standard 95% confidence level. The tables and charts exclude respondents who left items blank or indicated that they did not have a response (e.g., don't know, no opinion). Due to rounding, column totals may equal  $100\% \pm 2\%$ .

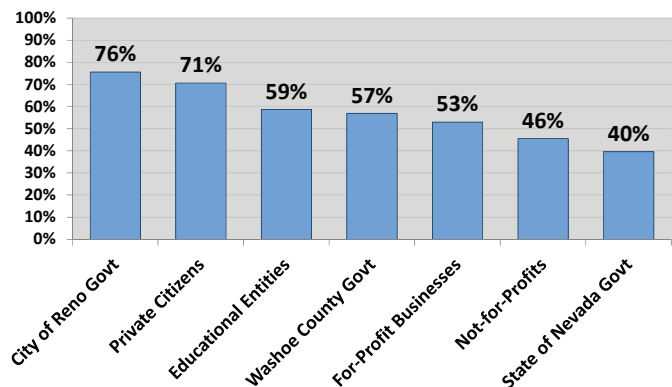
# Executive Summary

## Key Findings

### PERCEPTION OF RENO AS A PLACE TO LIVE

- Four out of five respondents (79%) indicated that the City of Reno is either an excellent (23%) or good (56%) place to live, while 17% indicated it was fair, and 4% said it was poor.
- Of the seven entities listed, the City of Reno government (76%) and private citizens (71%) were deemed by respondents to be the most responsible for the overall quality of life in Reno. Just over half indicated that educational entities (59%), Washoe County government (57%), and/or for-profit businesses in Reno (53%) were completely or very responsible, while less than half indicated that not-for-profit organizations (46%) and/or the State of Nevada government (40%) were completely or very responsible for the overall quality of life in Reno.

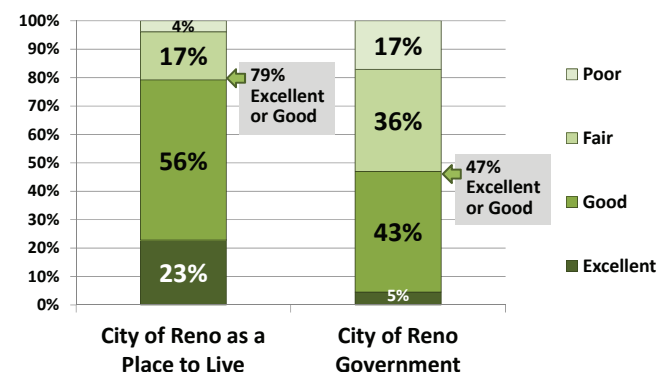
**Entities that are Completely or Very Responsible for the Overall Quality of Life in Reno**



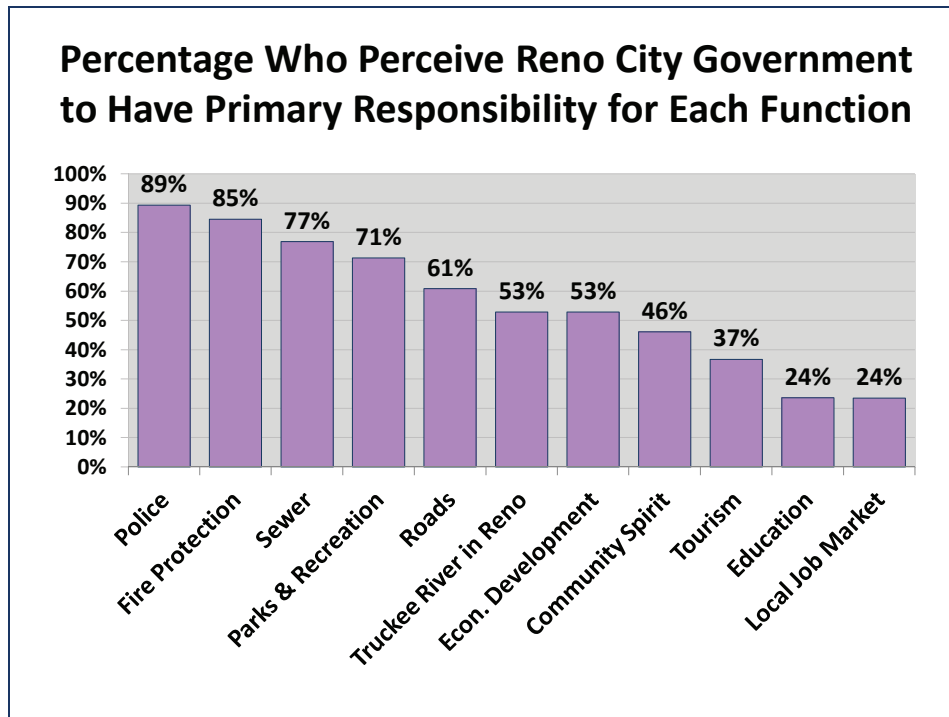
### PERCEPTION OF RENO CITY GOVERNMENT

- Nearly half the respondents (47%) indicated that the City of Reno government is doing either an excellent (5%) or good (43%) job, while 36% indicated that the government is doing a fair job, and 17% said it is doing a poor job.
- Overall, two out of three respondents who rated city government provided an explanatory comment. Reasons given for excellent or good ratings included the City being courteous, providing needed services, being responsive, working on improvements, and dealing effectively with limited resources. Reasons given for fair or poor ratings included concerns about financial planning, the Aces stadium, the fire department, roads, and the appearance and/or safety of downtown.

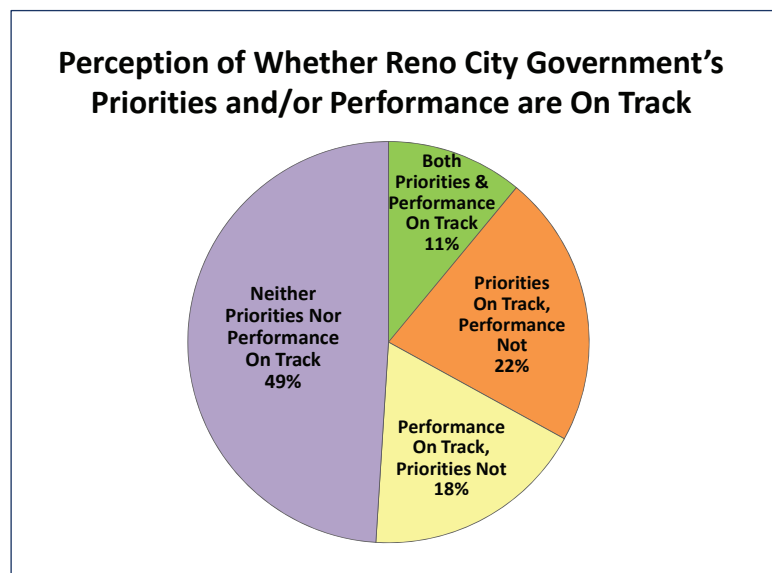
**Ratings for City of Reno as a Place to Live Compared to Ratings for City of Reno Government**



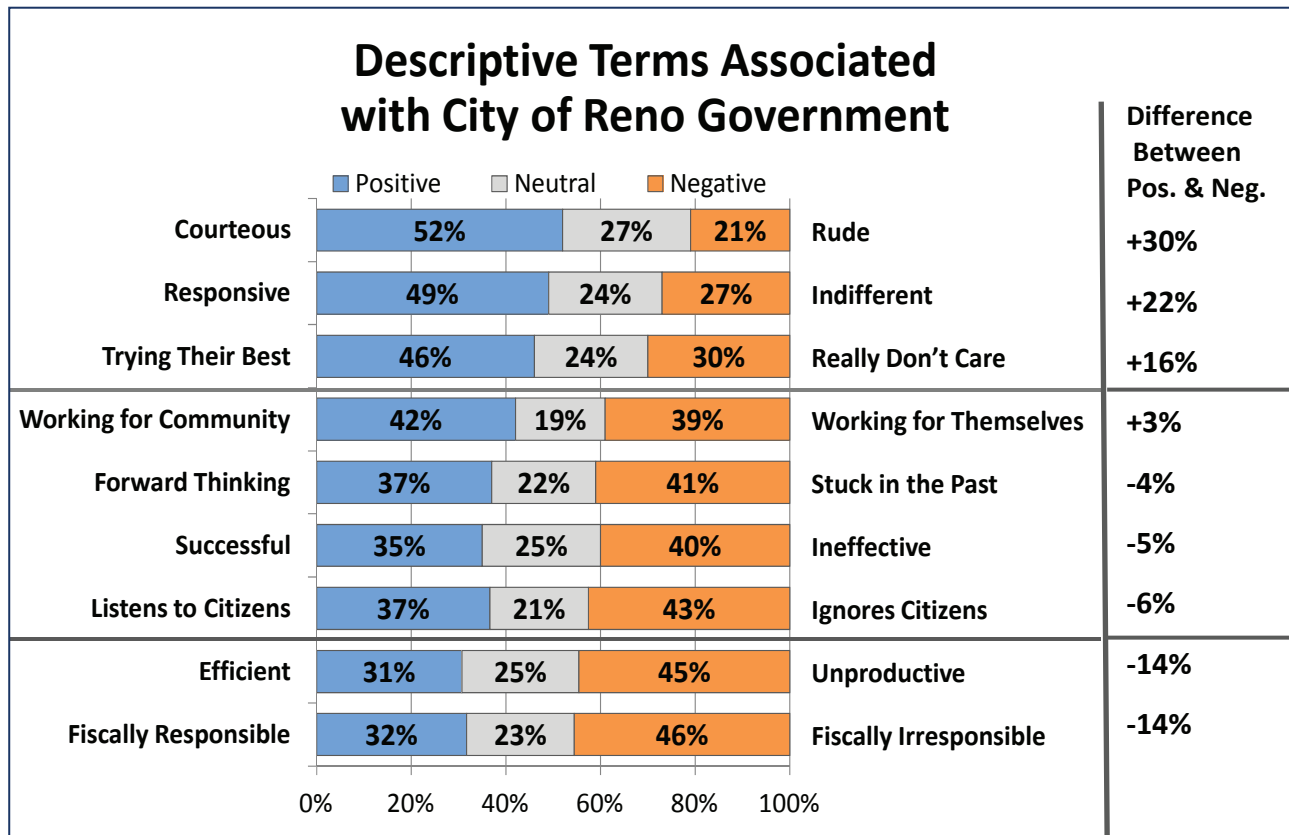
- Over five out of six respondents indicated that the City of Reno government has primary responsibility for police (89%) and fire protection (85%) in Reno. About three out of four reported that the City government has primary responsibility for sewer (77%) and parks/open space and recreation (71%). Over half indicated that the City government has primary responsibility for the roads (61%), the Truckee River within Reno (53%), and economic development/redevelopment (53%). Less than half indicated that the City government has primary responsibility for community spirit (46%), tourism (37%), education (24%), or the local job market (24%).



- About 11% of respondents indicated that both the City government's priorities and performance are on track. Respondents were almost evenly split between reporting that the City's priorities are on track but the performance is not (22%) and, conversely, reporting that the City's performance is on track but the priorities are not (18%). Nearly half (49%) indicated that neither the priorities nor performance are on track.



## DESCRIPTIVE IMAGE OF RENO CITY GOVERNMENT



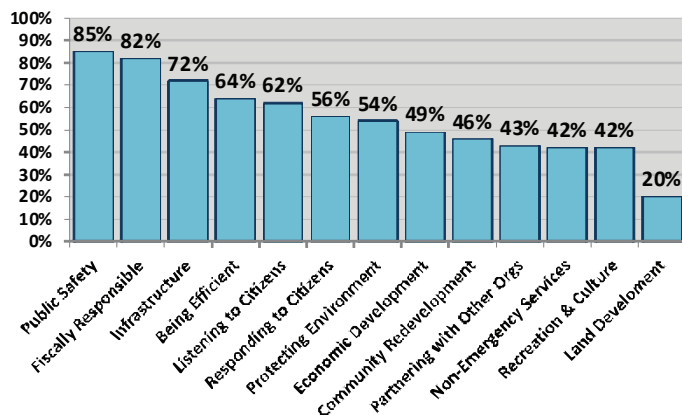
- Respondents were more likely – by more than a 10% difference – to describe the City of Reno government as **courteous** (52%) rather than rude (21%); as **responsive** (49%) rather than indifferent (27%); and as **trying their best** (46%) rather than not caring (30%).
- Respondents were fairly evenly split – within a  $\pm 10\%$  difference – between describing the City of Reno government as working for the community (42%) and working for themselves (39%); as well as split between forward thinking (37%) and stuck in the past (41%); between successful (35%) and ineffective (40%), and between listens to citizens (37%) and ignores citizens (43%).
- At the same time, respondents were more likely – by more than a 10% difference – to describe the City of Reno government as **unproductive** (45%) rather than efficient (31%); and as **fiscally irresponsible** (46%) rather than fiscally responsible (32%).
- In summary, the results suggest that the predominant image of the City of Reno government is that the City is courteous, responsive, and trying their best, but is also unproductive and fiscally irresponsible.
- When asked an open-ended question to describe how the City of Reno government would be different if it were functioning in the best way imaginable, respondents used terms such as bustling, clean, modern, prosperous, safe, stable, sustainable, vibrant, and welcoming.



## PRIORITIES FOR RENO CITY GOVERNMENT

- Over four out of five respondents indicated that delivering public safety services (85%) and being fiscally responsible (82%) were high-level priorities (a 6 or 7 rating).
- More than half indicated that maintaining and improving infrastructure (72%), being efficient (64%), listening to and partnering with citizens (62%), responding to citizen needs and desires (56%), and preserving and protecting the environment (54%) were high-level priorities.

**Percentage Who Assigned a High-Level of Priority to Each Service/Function (a 6 or 7 on a 1-7 Scale)**



- Over two out of five respondents indicated that fostering economic development (49%), furthering community redevelopment (46%), partnering with other organizations and agencies (43%), providing non-emergency services (42%), and providing for recreational and cultural needs (42%) were high-level priorities. Only one out of five respondents (20%) indicated that furthering land development was a high-level priority.

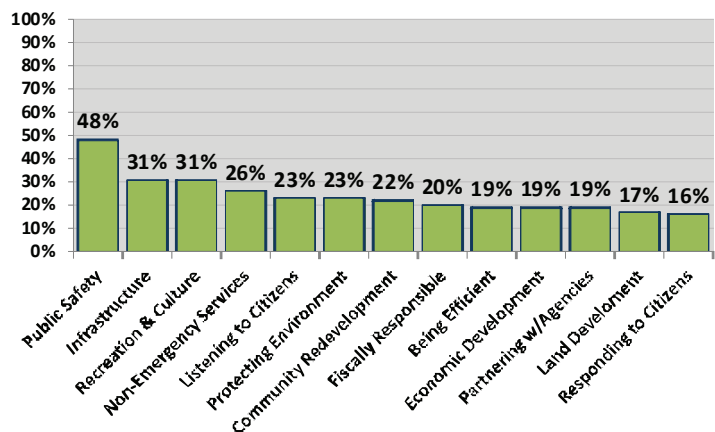
## SATISFACTION WITH RENO CITY GOVERNMENT

- Nearly half the respondents (48%) reported a high-level of satisfaction (a 6 or 7 rating on a 1-7 scale) with the City delivering public safety services.

- Three out of ten expressed a high-level of satisfaction with the City maintaining/improving infrastructure (31%) and providing for recreational/cultural needs (31%).

- At least 20% expressed a high-level of satisfaction with the City providing non-emergency services (26%), listening to/partnering with citizens (23%), preserving and protecting the environment (23%), furthering community redevelopment (22%), and being fiscally responsible (20%).

**Percentage Who Assigned a High-Level of Satisfaction to Each Service/Function (a 6 or 7 on a 1-7 Scale)**



- Over 15% expressed a high-level of satisfaction with the City being efficient (19%), fostering economic development (19%), partnering with other organizations and agencies (19%), furthering land development (17%), and responding to citizen needs and desires (16%).

## RELATIONSHIPS BETWEEN PRIORITIES AND SATISFACTION

- A cross-tabulation analysis of the relationship between priority-levels and satisfaction-levels was conducted for each of the 13 attributes.
- The example at the right shows that the City government delivering public safety services was *predominantly* considered to be a high-level priority with high-level satisfaction.

<b>Delivering Public Safety</b>	<b>High-Level Priority</b> (6-7 rating)	<b>Mid-Level Priority</b> (4-5 rating)	<b>Low-Level Priority</b> (1-3 rating)
<b>High-Level Satisfaction</b> (6-7 rating)	<b>44.4%</b>	3.8%	0.2%
<b>Mid-Level Satisfaction</b> (4-5 rating)	27.0%	6.1%	0.4%
<b>Low-Level Satisfaction</b> (1-3 rating)	14.0%	2.5%	1.7%

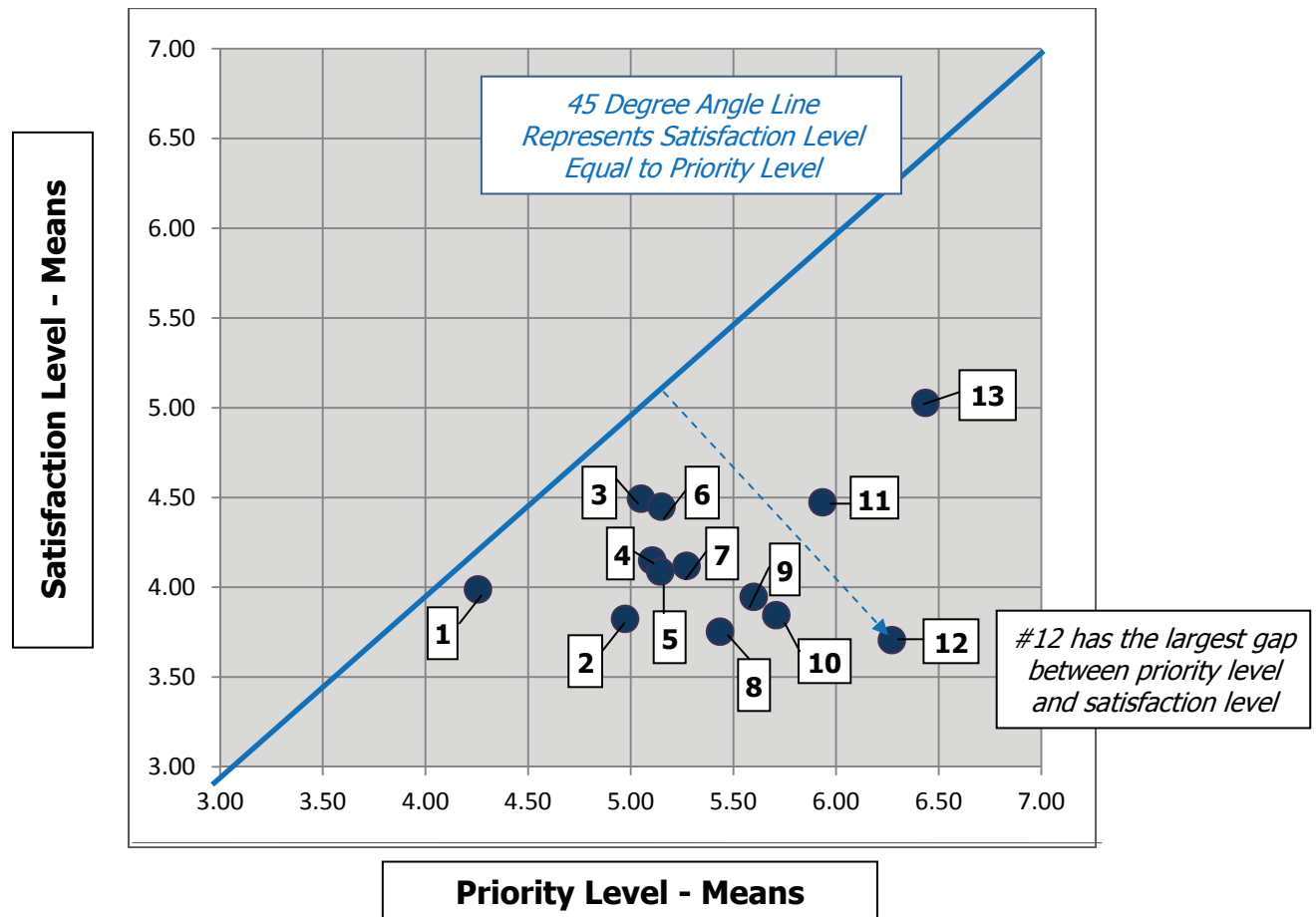
- The summary table below shows that, of the 13 attributes measured, only one (delivering public safety services) was a high-level priority with high-level satisfaction, while five attributes (fostering economic development, being efficient, preserving/protecting the environment, listening to/partnering with citizens, and maintaining/improving infrastructure) were predominantly high-level priorities but with mid-level satisfaction, and two attributes (responding to citizens and being fiscally responsible) were high-level priorities with low-level satisfaction. The five other attributes measured were predominantly mid-level priorities with mid-level satisfaction.

### Summary Table of Predominant Relationships between Priorities and Satisfaction

<b>Summary of Relationships</b>	<b>High-Level Priority</b>	<b>Mid-Level Priority</b>	<b>Low-Level Priority</b>
<b>High-Level Satisfaction</b>	1. Delivering Public Safety Services	<i>None</i>	<i>None</i>
<b>Mid-Level Satisfaction</b>	1. Fostering Economic Development 2. Being Efficient 3. Preserving and Protecting the Environment 4. Listening to and Partnering with Citizens 5. Maintaining and Improving Infrastructure	1. Partnering with Other Organizations/Agencies 2. Providing Non-Emergency Services 3. Furthering Land Development 4. Furthering Community Redevelopment Projects 5. Providing for Recreational and Cultural Needs	<i>None</i>
<b>Low-Level Satisfaction</b>	1. Responding to Citizen Needs and Desires 2. Being Fiscally Responsible	<i>None</i>	<i>None</i>

- An alternate method of analyzing the relationships between priorities and satisfaction is by the mean ratings on the 1-7 scale, as shown on the next page.

## Summary of Relationships between Priorities and Satisfaction – By Means (1-7 Scale)



This graph shows the relationship between priority levels and satisfaction levels by **mean** ratings (on a 1-7 scale). The chart below is sorted by priority levels (from lowest to highest priority) to match the graph; the chart on the next page is sorted by the difference gap.

Legend	Attribute (Sorted by Priority Level)	Priority	Satisfaction	Difference
1	Furthering land development	4.26	3.99	<b>-0.27</b>
2	Furthering community redevelopment projects	4.97	3.82	<b>-1.15</b>
3	Providing for recreational, cultural needs	5.05	4.49	<b>-0.56</b>
4	Partnering with other organizations/agencies	5.10	4.15	<b>-0.96</b>
5	Fostering economic development	5.14	4.09	<b>-1.06</b>
6	Providing non-emergency services	5.15	4.45	<b>-0.70</b>
7	Preserving and protecting the environment	5.27	4.12	<b>-1.15</b>
8	Responding to citizen needs and desires	5.43	3.75	<b>-1.68</b>
9	Listening to and partnering with citizens	5.60	3.95	<b>-1.65</b>
10	Being efficient	5.71	3.84	<b>-1.86</b>
11	Maintaining and improving infrastructure	5.93	4.47	<b>-1.46</b>
12	Being fiscally responsible	6.27	3.71	<b>-2.57</b>
13	Delivering public safety services	6.43	5.03	<b>-1.41</b>

Legend	Attribute (Sorted by Difference)	Priority	Satisfaction	Difference
<b>Difference Gap Less than -1.00</b>				
<b>1</b>	Furthering land development	4.26	3.99	<b>-0.27</b>
<b>3</b>	Providing for recreational, cultural needs	5.05	4.49	<b>-0.56</b>
<b>6</b>	Providing non-emergency services	5.15	4.45	<b>-0.70</b>
<b>4</b>	Partnering with other organizations/agencies	5.10	4.15	<b>-0.96</b>
<b>Difference Gap Between -1.00 and -1.49</b>				
<b>5</b>	Fostering economic development	5.14	4.09	<b>-1.06</b>
<b>2</b>	Furthering community redevelopment projects	4.97	3.82	<b>-1.15</b>
<b>7</b>	Preserving and protecting the environment	5.27	4.12	<b>-1.15</b>
<b>13</b>	Delivering public safety services	6.43	5.03	<b>-1.41</b>
<b>11</b>	Maintaining and improving infrastructure	5.93	4.47	<b>-1.46</b>
<b>Difference Gap Between -1.50 and -1.99</b>				
<b>9</b>	Listening to and partnering with citizens	5.60	3.95	<b>-1.65</b>
<b>8</b>	Responding to citizen needs and desires	5.43	3.75	<b>-1.68</b>
<b>10</b>	Being efficient	5.71	3.84	<b>-1.86</b>
<b>Difference Gap Greater than 2.00</b>				
<b>12</b>	Being fiscally responsible	6.27	3.71	<b>-2.57</b>

- As shown above, four of the thirteen attributes measured had a difference gap between priority and satisfaction levels of less than -1.00, signifying that the satisfaction level was relatively close to the priority level: furthering land development, providing for recreational/cultural needs, providing non-emergency services, and partnering with other organizations/agencies.
- Five attributes had a difference gap between -1.00 and -1.49: fostering economic development, furthering community redevelopment, preserving/protecting the environment, delivering public safety services, and maintaining/improving infrastructure.
- Three attributes had a difference gap between -1.50 and -1.99: listening to a partnering with citizens, responding to citizen needs/desires, and being efficient.
- Only one attribute had a difference gap greater than 2.00 (and, in fact, greater than 2.50), signifying a relatively large gap between satisfaction and priority level: being fiscally responsible.

## ATTENTIVENESS TO AND INTEREST IN RENO CITY GOVERNMENT

- Nearly half the respondents (48%) were extremely or very attentive to the City of Reno government information and nearly half (46%) were extremely or very interested in getting involved in additional dialogue with the City.
- Overall, 30% were both extremely or very attentive and extremely or very interested in more dialogue with City government.

Relationship: Attentiveness and Interest	Extremely or Very Attentive	Somewhat or Not Attentive
Extremely or Very Interested	30%	17%
Somewhat or Not Interested	18%	36%

## Significant Differences by Sub-Groups

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### By Age Group

- **Younger respondents were more likely than older ones to:**
  - Indicate Washoe County is completely or very responsible for the quality of life in Reno,
  - Indicate that City of Reno government has primary responsibility for education in Reno.
- **Older respondents were more likely than younger ones to:**
  - Indicate that Reno is an excellent place to live,
  - Report that the City of Reno government has primary responsibility for police services, fire protection, and community spirit,
  - Describe City of Reno government as responsive and efficient,
  - Assign a higher level of priority to: (1) providing non-emergency services, (2) listening to and partnering with citizens, (3) responding to citizens needs/desires, and (4) maintaining/improving infrastructure,
  - Express a higher degree of satisfaction with the City for delivering public safety services,
  - Be extremely or very attentive to City government information.

### By Gender

- **Male respondents were more likely than females to:**
  - Indicate that the City of Reno government has primary responsibility for roads in Reno,
  - Be extremely or very interested in additional dialogue with the City about issues.
- **Female respondents were more likely than males to:**
  - Indicate the State of Nevada and Washoe County are completely or very responsible for the quality of life in Reno,
  - Report that the City of Reno government is doing a good job,
  - Indicate that the City of Reno government has primary responsibility for economic development/redevelopment in Reno,
  - Assign a higher level of priority to: (1) fostering economic development, (2) partnering with other organizations/agencies, (3) preserving/protecting the environment, (4) listening to/partnering with citizens, (5) being fiscally responsible, and (6) providing for recreational/cultural needs,
  - Express a higher degree of satisfaction with the City for: (1) fostering economic development, (2) partnering with other organizations/agencies, and (3) providing non-emergency services.

### By Race/Ethnicity

- **White respondents were more likely than minority respondents to:**
  - Report that the City of Reno government is doing a good job,
  - Describe City government as forward thinking, courteous, fiscally responsible, successful, listening to citizens, efficient, trying their best, and working for the community.

- Assign a higher level of priority to providing public safety services and to fostering economic development,
- Express a higher degree of satisfaction with the City for providing non-emergency services.
- **Minority respondents were more likely than white respondents to:**
  - Indicate that the City government has primary responsibility for education in Reno,
  - Express a higher degree of satisfaction with the City for maintaining and improving infrastructure.

#### **By Children (Age <18) in Household**

- **Respondents without children in the household were more likely to:**
  - Assign a higher level of priority to: (1) delivering public safety services, (2) partnering with other organizations/agencies, (3) providing non-emergency services, (4) being efficient, (5) preserving/protecting the environment, (6) listening to/partnering with citizens, (7) responding to citizen needs/desires, (8) maintaining/improving infrastructure, and (9) providing for recreational/cultural needs.
  - Express a higher degree of satisfaction with the City for fostering economic development.

#### **By Length of Residency**

- **Newer residents were more likely than long-term residents to:**
  - Indicate that the City government has primary responsibility for education in Reno,
- **Long-term residents were more likely than newer residents to:**
  - Describe the City government as working for themselves,
  - Be extremely or very attentive to City government information.

#### **By Own or Rent Residence**

- **Respondents who own their residence were more likely than renters to:**
  - Report that Reno is an excellent or good place to live,
  - Indicate that the City government has primary responsibility for police services in Reno,
  - Describe the City government as responsive, courteous, and efficient,
  - Be extremely or very attentive to City government information.
- **Respondents who rent their residence were more likely than those who own to:**
  - Indicate that the City government has primary responsibility for economic development/redevelopment, education, the local job market, and tourism in Reno,
  - Indicate that neither the City's priorities nor performance are on track,
  - Assign a higher level of priority to fostering economic development.

#### **By Zip Code**

- Respondents from the 89511 and 89506 zip codes were the most satisfied with the City's preserving and protecting the environment. *(This was the only significant difference by zip code found in the study.)*

## Detailed Findings

### PERCEPTION OF RENO AS A PLACE TO LIVE

**Overall, how would you rate Reno as a place to live – excellent, good, fair, or poor?**

Overall Rating of Reno as a Place to Live	Frequency (n = 495)	Percentage
Excellent	113	<b>22.8%</b>
Good	279	<b>56.4%</b>
Fair	84	<b>17.0%</b>
Poor	19	<b>3.8%</b>

About four out of five respondents (79%) indicated that the City of Reno is either an excellent (23%) or good (56%) place to live, while 17% indicated it was fair, and just 4% said it was poor.

Older respondents were more likely to rate Reno as an excellent place to live; 36% of respondents age 65 and older rated it as excellent compared to 23% of those age 50 to 64, and 19% of those age 16 to 49.

Homeowners (24%) were more likely than were renters (19%) to describe Reno as an excellent place to live. Additionally, homeowners (59%) were more likely than were renters (47%) to describe Reno as a good place to live. Stated differently, only 17% of homeowners described Reno as a fair or poor place to live compared to 34% of renters.



**Please indicate how much responsibility you would assign to each of the following entities for the overall quality of life in Reno.**

<b>Responsible Entities for Quality of Life in Reno</b>	<b><i>Completely + Very Combined</i></b>	<b>Completely Responsible</b>	<b>Very Responsible</b>	<b>Somewhat Responsible</b>	<b>Not at All Responsible</b>
City of Reno Government <i>(n=500)</i>	<b>75.6%</b>	24.6%	51.0%	19.0%	5.4%
Private citizens, residents <i>(n=492)</i>	<b>70.6%</b>	22.0%	48.6%	25.4%	4.1%
Educational Entities in Reno <i>(n=485)</i>	<b>58.7%</b>	10.7%	48.0%	34.2%	7.0%
Washoe County Government <i>(n=492)</i>	<b>56.9%</b>	8.5%	48.4%	37.0%	6.1%
For-Profit Businesses in Reno <i>(n=487)</i>	<b>53.0%</b>	6.0%	47.0%	41.7%	5.3%
Not-For-Profit Organizations in Reno <i>(n=477)</i>	<b>45.5%</b>	5.9%	39.6%	40.7%	13.8%
State of Nevada Government <i>(n=492)</i>	<b>39.6%</b>	6.3%	33.3%	51.6%	8.7%

Three out of four respondents (76%) indicated that the City of Reno government is either completely (25%) or very (51%) responsible for the overall quality of life in Reno. Of the seven entities listed, the City government (76%) and private citizens (71%) were deemed by respondents to be the most responsible (either completely or very responsible) for the overall quality of life.

Just over half the respondents indicated that educational entities (59%), Washoe County government (57%), and/or for-profit businesses in Reno (53%) were either completely or very responsible for the overall quality of life in Reno. Less than half indicated that not-for-profit organizations in Reno (46%) and/or the State of Nevada government (40%) were either completely or very responsible for the overall quality of life in Reno.

Overall, less than one out of four respondents indicated that any one of these seven entities was completely responsible for the overall quality of life in Reno. At the same time, nearly all respondents (at least 85%) reported that each of these entities was at least somewhat responsible for Reno's quality of life.

Younger respondents were more likely to indicate that Washoe County government is completely or very responsible for the overall quality of life in Reno; 61% of respondents age 16 to 49 indicated this compared to just 42% of respondents age 65 or older.

Additionally, females were more likely than males to indicate that Washoe County government (65% of females; 51% of males) and the State of Nevada (49% of females; 33% of males) are completely or very responsible for the overall quality of life in Reno.



## PERCEPTION OF RENO CITY GOVERNMENT

For the following questions, please think specifically about the City of Reno government, including the City Council, City Manager's office, and the City staff. Overall, would you say that the City of Reno government is generally doing an excellent, good, fair, or poor job?

Overall Rating of City of Reno Government	Frequency (n = 510)	Percentage
Excellent	23	4.5%
Good	217	42.5%
Fair	183	35.9%
Poor	87	17.1%

Nearly half the respondents (47%) indicated that the City of Reno government is doing either an excellent (5%) or good (43%) job overall, while 36% indicated that the government is doing a fair job, and 17% said it is doing a poor job.

Although males and females were similar in their excellent ratings (5% male, 4% female), females (50%) were more likely than were males (39%) to rate the City government as good.

Additionally, although whites and minority respondents were also similar in their excellent ratings (5% and 3% respectively), white respondents (46%) were more likely than were minority respondents (26%) to rate the City government as good.

### Comparison between "City as a Place to Live" and "City Government"

Comparison of Ratings	City of Reno as a Place to Live	City of Reno Government	Difference
Excellent	22.8%	4.5%	- 18.3%
Good	56.4%	42.5%	- 13.9%
Fair	17.0%	35.9%	+18.9%
Poor	3.8%	17.1%	+13.3%

Overall, respondents were more likely to provide excellent or good ratings for the City of Reno as a place to live (79%) than they were for the City of Reno government (47%).

**Please elaborate as to why you provided that rating [for the City of Reno government].**  
(Open-ended)

Overall, 338 of the 510 respondents who rated City government (66%) provided a comment elaborating on the reason for the rating. In general, the lower the rating, the more likely respondents were to elaborate. More specifically, 54% of those who provided an excellent or good rating provided a comment, compared to 72% of those with a fair rating and 90% of those with a poor rating.

Reasons given for an excellent rating included the City being responsive and committed to action, the City dealing effectively with limited or decreased resources, and the new City Council's willingness to restructure the agreement regarding the Reno Aces baseball stadium.

Some of the reasons given for a good rating were positive, such as "City employees have been courteous and helpful," "Everything is running fairly smoothly," "Good transparency," "So far, so good," and "I feel Reno is improving." Other comments regarding a good rating were mixed, such as "Many great advancements but still much to do," or "Government does the best they can, but staffing is too thin." Additionally, some comments regarding a good rating expressed only concerns, perhaps to clarify why they did not provide an excellent rating, such as: "Council has been a little divisive," or "No jobs available unless you know someone."

Reasons given for fair and poor ratings were similar to each other. Some of these comments were general in nature, while others mentioned specific topics. Examples of general comments included "Misguided priorities," "Personal agendas," "Poor decisions," "They just don't listen," and "The results speak for themselves."

Some of the specific issues mentioned by those who provided fair or poor ratings are shown in the table below.

Topic	Example Comments Regarding Fair or Poor Ratings
Financial Planning	"Too much money on pet projects," "No oversight with spending," "Too slow to react to the downturn," "Too much borrowing," "Too easily swayed by any fly-by-night developer," "No ability to think long term," "Council allowed debt to explode."
Aces Ballpark	"Really disappointed in the Aces ballpark deal," "Stadium decision is short-sighted and embarrassing," "The way the City is handling the Aces situation, very poor." "Aces stadium tax fiasco," "Turned the ballpark discussion into a mess that will cost the City."
Downtown	"Downtown looks like a dump," "Downtown area is very dirty," "Downtown has become nothing but an inner city with druggies, homeless, and prostitutes," "Downtown needs less crime," "Downtown is dilapidated," "Downtown has been a disaster zone for years."
Fire Department	"Breaking up of the Fire Department," "They messed with fire fighters," "Failed its residents with the handling of the Reno Fire Department," "Inability to work with County on fire safety plan," "The divorce of the fire with Washoe County."
Roads/Traffic	"Lack of proper street lighting," "Bike lanes IN the roads," "Streets continue to deteriorate," "Not plowing the side streets in a reasonable amount of time," "They don't take care of real issues like traffic control," "Roads/streets remain deprived."
Other Specific Issues	"Haven't fixed the flooding problem," "Do a better job enforcing codes to reduce blight," "Graffiti," "The parks in Reno look unattended to," "Do more to create jobs," "Lack of funds for education," "No public recycling," "Did not need the train trench."

***The complete list of comments is provided in the supplemental Comments Report.***

**Do you perceive the City of Reno government to have primary responsibility, secondary/partial responsibility, or no direct responsibility for each of the following in Reno?**

<b>Service or Function</b>	<b>Primary Responsibility</b>	<b>Secondary/Partial Responsibility</b>	<b>No Direct Responsibility</b>
Police	<b>89.3%</b>	9.9%	0.8%
Fire Protection	<b>84.5%</b>	14.5%	1.0%
Sewer	<b>76.9%</b>	21.5%	1.6%
Parks/Open Space/ Recreation	<b>71.3%</b>	27.3%	1.4%
Roads	<b>60.8%</b>	38.4%	0.8%
Truckee River within the City Limits	<b>52.9%</b>	43.0%	4.2%
Economic Development/Redevelopment	<b>52.9%</b>	41.6%	5.5%
Community Spirit	<b>46.1%</b>	41.9%	12.0%
Tourism	<b>36.7%</b>	53.0%	10.3%
Education	<b>23.6%</b>	49.9%	26.5%
Local Job Market	<b>23.5%</b>	57.1%	19.6%

Over five out of six respondents indicated that the City of Reno government has primary responsibility for police (89%) and fire protection (85%) in Reno. About three out of four reported that the City of Reno government has primary responsibility for sewer (77%) and parks/open space and recreation (71%).

Over half indicated that the City government has primary responsibility for roads (61%), the Truckee River within Reno (53%), and economic development/redevelopment (53%). Less than half indicated that the City government has primary responsibility for community spirit (46%), tourism (37%), education (24%), or the local job market (24%).

While younger respondents were more likely than older ones to report that the City government has primary responsibility for education (33% of age 16-34; 14% of age 65+), older respondents were more likely than younger ones to report that the City government has primary responsibility for police (99% of age 65+; 80% of age 16-34), fire protection (92% of age 65+; 77% of age 16-34), and community spirit (55% of age 65+; 45% of age 16-34).

Males (66%) were more likely than were females (53%) to report that the City government has primary responsibility for roads. Females (58%), however, were more likely than were males (50%) to report that the City has primary responsibility for economic development/redevelopment.

Minority respondents (41%) were more likely than white respondents (20%), and newer residents with up to 10 years of residency (32%) were more likely than longer-term residents (19%), to report that the City government has primary responsibility for education in Reno.

Homeowners (91%) were more likely than were renters (85%) to report that the City government has primary responsibility for police. Renters, however, were more likely than homeowners to report that the City government has primary responsibility for economic development (63% vs. 50%), education (35% vs. 20%), local job market (33% vs. 21%), and tourism (49% vs. 33%).

**Which of the following best describes your general perception of the City of Reno government in terms of the City government's priorities and performance?**

<b>Perception of Whether the City Government's Priorities and Performance are On Track</b>	<b>Frequency (<i>n</i>=411)</b>	<b>Percentage</b>
Both the City's priorities and performance are on track	47	<b>11.4%</b>
The City's priorities are on track, but the City's performance is not	89	<b>21.7%</b>
The City's performance is on track, but the City's priorities are not	74	<b>18.0%</b>
Neither the City's priorities nor performance are on track	201	<b>48.9%</b>

About 11% of respondents indicated that both the City government's priorities and performance are on track. Respondents were almost evenly split between reporting that the City's priorities are on track but the performance is not (22%) and reporting that the City's performance is on track but the priorities are not (18%). Nearly half (49%) indicated that neither the priorities nor performance are on track.

<b>Comparison of Ratings – by Home Ownership</b>	<b>Homeowner (<i>n</i>=310)</b>	<b>Renter (<i>n</i>=91)</b>
Both the City's priorities and performance are on track	12.6%	7.7%
The City's priorities are on track, but the City's performance is not	22.6%	20.9%
The City's performance is on track, but the City's priorities are not	20.6%	9.9%
Neither the City's priorities nor performance are on track	44.2%	61.5%

As shown above, 13% of homeowners reported that both the City's priorities and performance are on track, compared to 8% of renters. About 23% of homeowners and 21% of renters indicated that the City's priorities are on track, but the City's performance is not. Additionally 21% of homeowners and 10% of renters indicated that the City's performance is on track, but the City's priorities are not. About 44% of homeowners, compared to 62% of renters, reported that neither the City's priorities nor performance are on track.

## DESCRIPTIVE IMAGE OF RENO CITY GOVERNMENT

On the scale between each pair of terms listed, please indicate where your perception falls regarding the City of Reno government: Responsive to Indifferent

Scale of Responsive to Indifferent	Frequency (n=503)	Percentage	Percentage Combined
Responsive [ <i>Very</i> ]	17	3.4%	<b>49.1%</b>
Responsive [ <i>Moderately</i> ]	98	19.5%	
Responsive [ <i>Slightly</i> ]	132	26.2%	
Neutral	119	23.7%	<b>23.7%</b>
Indifferent [ <i>Slightly</i> ]	60	11.9%	<b>27.2%</b>
Indifferent [ <i>Moderately</i> ]	38	7.6%	
Indifferent [ <i>Very</i> ]	39	7.8%	

Respondents were more likely to characterize the City government as responsive (49%) than as indifferent (27%), while 24% were neutral on the topic.

About 61% of respondents age 65 and older described the City government as responsive compared to 47% of respondents less than age 65.

Additionally, about 52% of homeowners described the City government as responsive compared to 41% of renters.

On the scale between each pair of terms listed, please indicate where your perception falls regarding the City of Reno government: Forward Thinking to Stuck in the Past

Scale of Forward Thinking to Stuck in the Past	Frequency ( <i>n</i> =506)	Percentage	Percentage Combined
Forward Thinking [ <i>Very</i> ]	17	3.4%	<b>37.2%</b>
Forward Thinking [ <i>Moderately</i> ]	67	13.2%	
Forward Thinking [ <i>Slightly</i> ]	104	20.6%	
Neutral	111	21.9%	<b>21.9%</b>
Stuck in the Past [ <i>Slightly</i> ]	82	16.2%	<b>40.9%</b>
Stuck in the Past [ <i>Moderately</i> ]	60	11.9%	
Stuck in the Past [ <i>Very</i> ]	65	12.8%	

Respondents were slightly more likely to characterize the City government as stuck in the past (41%) than as forward thinking (37%), while 22% were neutral.

White respondents (40%) were more likely than were minority respondents (23%) to describe the City government as forward thinking.

On the scale between each pair of terms listed, please indicate where your perception falls regarding the City of Reno government: Courteous to Rude

Scale of Courteous to Rude	Frequency ( <i>n</i> =503)	Percentage	Percentage Combined
Courteous [ <i>Very</i> ]	44	8.7%	<b>51.5%</b>
Courteous [ <i>Moderately</i> ]	101	20.1%	
Courteous [ <i>Slightly</i> ]	114	22.7%	
Neutral	137	27.2%	<b>27.2%</b>
Rude [ <i>Slightly</i> ]	46	9.1%	<b>21.3%</b>
Rude [ <i>Moderately</i> ]	33	6.6%	
Rude [ <i>Very</i> ]	28	5.6%	

Respondents were more likely to characterize the City government as courteous (52%) than as rude (21%), while 27% were neutral.

White respondents (55%) were more likely than were minority respondents (39%) to describe the City government as courteous.

About 56% of homeowners described the City government as courteous compared to 39% of renters.

On the scale between each pair of terms listed, please indicate where your perception falls regarding the City of Reno government: Fiscally Responsible to Fiscally Irresponsible

Scale of Fiscally Responsible to Fiscally Irresponsible	Frequency (n=508)	Percentage	Percentage Combined
Fiscally Responsible [ <i>Very</i> ]	17	3.3%	<b>31.7%</b>
Fiscally Responsible [ <i>Moderately</i> ]	49	9.6%	
Fiscally Responsible [ <i>Slightly</i> ]	95	18.7%	
Neutral	116	22.8%	<b>22.8%</b>
Fiscally Irresponsible [ <i>Slightly</i> ]	83	16.3%	<b>45.5%</b>
Fiscally Irresponsible [ <i>Moderately</i> ]	50	9.8%	
Fiscally Irresponsible [ <i>Very</i> ]	98	19.3%	

Respondents were more likely to characterize the City government as fiscally irresponsible (46%) than as fiscally responsible (32%), while 23% were neutral.

White respondents (35%) were more likely than were minority respondents (17%) to describe the City government as fiscally responsible.



On the scale between each pair of terms listed, please indicate where your perception falls regarding the City of Reno government: Successful to Ineffective

Scale of Successful to Ineffective	Frequency (n=505)	Percentage	Percentage Combined
Successful [ <i>Very</i> ]	14	2.8%	<b>34.7%</b>
Successful [ <i>Moderately</i> ]	52	10.3%	
Successful [ <i>Slightly</i> ]	109	21.6%	
Neutral	127	25.1%	<b>25.1%</b>
Ineffective [ <i>Slightly</i> ]	90	17.8%	<b>40.2%</b>
Ineffective [ <i>Moderately</i> ]	54	10.7%	
Ineffective [ <i>Very</i> ]	59	11.7%	

Respondents were slightly more likely to characterize the City government as ineffective (40%) than as successful (35%), while 25% were neutral.

White respondents (38%) were more likely than were minority respondents (14%) to describe the City government as successful.

On the scale between each pair of terms listed, please indicate where your perception falls regarding the City of Reno government: Listens to Citizens to Ignores Citizens

Scale of Listens to Citizens to Ignores Citizens	Frequency (n=507)	Percentage	Percentage Combined
Listens to Citizens [ <i>Very</i> ]	17	3.4%	<b>36.7%</b>
Listens to Citizens [ <i>Moderately</i> ]	60	11.8%	
Listens to Citizens [ <i>Slightly</i> ]	109	21.5%	
Neutral	106	20.9%	<b>20.9%</b>
Ignores Citizens [ <i>Slightly</i> ]	83	16.4%	<b>42.4%</b>
Ignores Citizens [ <i>Moderately</i> ]	57	11.2%	
Ignores Citizens [ <i>Very</i> ]	75	14.8%	

Respondents were slightly more likely to characterize the City government as ignoring citizens (42%) than as listening to citizens (37%), while 21% were neutral.

White respondents (40%) were more likely than were minority respondents (23%) to describe the City government as listening to citizens.

On the scale between each pair of terms listed, please indicate where your perception falls regarding the City of Reno government: Efficient to Unproductive

Scale of Efficient to Unproductive	Frequency ( <i>n</i> =501)	Percentage	Percentage Combined
Efficient [ <i>Very</i> ]	15	3.0%	<b>30.9%</b>
Efficient [ <i>Moderately</i> ]	37	7.4%	
Efficient [ <i>Slightly</i> ]	103	20.6%	
Neutral	123	24.6%	<b>24.6%</b>
Unproductive [ <i>Slightly</i> ]	102	20.4%	<b>44.5%</b>
Unproductive [ <i>Moderately</i> ]	66	13.2%	
Unproductive [ <i>Very</i> ]	55	11.0%	

Respondents were more likely to characterize the City government as unproductive (45%) than as efficient (31%), while 25% were neutral.

About 43% of respondents age 65 and older described the City government as efficient compared to 29% of respondents less than age 65.

White respondents (34%) were more likely than were minority respondents (20%) to describe the City government as efficient.

Additionally, about 35% of homeowners described the City's government as efficient compared to 22% of renters.

On the scale between each pair of terms listed, please indicate where your perception falls regarding the City of Reno government: Trying Their Best to They Really Don't Care

Scale of Trying Their Best to They Really Don't Care	Frequency (n=506)	Percentage	Percentage Combined
Trying Their Best [ <i>Very</i> ]	41	8.1%	<b>45.8%</b>
Trying Their Best [ <i>Moderately</i> ]	81	16.0%	
Trying Their Best [ <i>Slightly</i> ]	110	21.7%	
Neutral	121	23.9%	<b>23.9%</b>
They Really Don't Care [ <i>Slightly</i> ]	67	13.2%	<b>30.2%</b>
They Really Don't Care [ <i>Moderately</i> ]	50	9.9%	
They Really Don't Care [ <i>Very</i> ]	36	7.1%	

Respondents were more likely to characterize the City government as trying their best (46%) than as not really caring (30%), while 24% were neutral.

Half of white respondents (50%) described the City government as trying their best compared to about one out of four minority respondents (24%).

On the scale between each pair of terms listed, please indicate where your perception falls regarding the City of Reno government: Working for the Community to Working for Themselves

Scale of Working for the Community to Working for Themselves	Frequency (n=506)	Percentage	Percentage Combined
Working for Community [ <i>Very</i> ]	37	7.3%	<b>41.7%</b>
Working for Community [ <i>Moderately</i> ]	71	14.0%	
Working for Community [ <i>Slightly</i> ]	108	21.3%	
Neutral	94	18.6%	<b>18.6%</b>
Working for Themselves [ <i>Slightly</i> ]	71	14.0%	<b>38.7%</b>
Working for Themselves [ <i>Moderately</i> ]	45	8.9%	
Working for Themselves [ <i>Very</i> ]	80	15.8%	

Respondents were slightly more likely to characterize the City government as working for the community (42%) than as working for themselves (38%), while 19% were neutral.

Nearly half of white respondents (47%) described the City government as working for the community compared to 18% of minority respondents.

The longer the residency, the more likely respondents were to describe the City government as working for themselves; 45% of those with more than 20 years of residency described the City government as working for themselves compared to 37% of those with 11 to 20 years of residency and 30% of those with up to 10 years of residency.

**If the City of Reno government were functioning in the best way imaginable, how would the City be different or better than it is today? (Open-Ended)**

Overall, 348 respondents (67%) provided comments to describe an optimally functioning City of Reno government (or City of Reno in general); example excerpts are shown below. ***The complete list of comments is provided in the supplemental Comments Report.***

<b>Excerpts – Example Words That <u>DESCRIBE</u> an Optimally Functioning City:</b>		
Alive!	Involved	Stable
Appealing	Maintained	Supportive
Beautiful	Modern	Sustainable
Bustling	Productive	Thriving
Clean	Prosperous	Transparent
Cooperating	Responsible	Viable
Efficient	Responsive	Vibrant
Friendly	Safe	Welcoming
Functioning	Smart	Well-rounded

<b>Excerpts – In an Optimally Functioning City, There Would be <u>LESS</u>:</b>		
Band-aids on roads	Frustration	Prostitution
Bickering	Gang activity	Regulations
Bloated government	Good old boy network	Reliance on gaming
Borrowing	Graffiti	Secret or backroom deals
Collusion with developers	Greed	Slums
Controversial issues	Homeless people	Sprawl
Corruption	Infighting	STAR projects
Crime	Liquor stores and pawn shops	Talk and more action
Crumbling curbs	Litter	Tattoo and piercing places
Debt	Old, dilapidated buildings	Unemployment
Deterioration of downtown	Pandering to big money	Vacant properties
Drug use	People leaving Reno	Waste
Focus on public safety wages	Poverty	Weekly motels

<b>Excerpts – In an Optimally Functioning City, There Would be <u>MORE</u>:</b>		
Ability to balance a budget	Fiscal responsibility	Pride
Accountability	Flourishing businesses	Pro-active leadership
Advance notice	Focus on basic infrastructure	Public transport
Affordable recreation	Focus on community as a whole	Sharing information
Budget surpluses	Happier people	Timed traffic lights
Caution with bonding projects	High-paying jobs	Tourists
City planning	Interaction with citizens	Use of technology
Common sense	Long-term rational thinking	Vision for the future
Competence and integrity	Maintenance of parks, trails	Walking downtown
Core redevelopment	Operating in the black	Well-funded schools
Cultural events	Partnerships	Young, educated professionals
Economic diversity	People out in neighborhoods	Youth services

## PRIORITIES FOR RENO CITY GOVERNMENT

On a scale of 1 to 7 where 7 means “the highest priority possible” and 1 means “not at all a priority” – how much of a priority should each of the following have for the City of Reno government: Delivering public safety services (e.g., fire, police)

Priority for Delivering Public Safety Services	Frequency ( <i>n</i> =506)	Percentage	Percentage Combined
7 - Highest Priority	338	66.8%	<b>85.4%</b>
6	94	18.6%	
5	49	9.7%	<b>12.3%</b>
4	13	2.6%	
3	6	1.2%	<b>2.4%</b>
2	5	1.0%	
1 - Not at All a Priority	1	0.2%	
Mean Rating on 1-7 Scale			Mean = 6.43

About five out of six respondents (85%) indicated that the City delivering public safety services was a high-level priority (6 or 7 rating) for the City government, while 12% reported it was a mid-level priority (4 or 5 rating) and only 2% said it was a low-level priority (1, 2, or 3 rating).

White respondents (86%) were more likely than were minority respondents (78%) to indicate that delivering public safety services was a high-level priority.

Additionally, respondents who did not have children in the household (87%) were more likely than those with children in the household (81%) to indicate that delivering public safety services was a high-level priority.

**On a scale of 1 to 7 where 7 means “the highest priority possible” and 1 means “not at all a priority” – how much of a priority should each of the following have for the City of Reno government: Fostering economic development (e.g., marketing the area, financial incentives for businesses)**

<b>Priority for Fostering Economic Development</b>	<b>Frequency (<i>n</i>=501)</b>	<b>Percentage</b>	<b>Percentage Combined</b>
7 - Highest Priority	110	22.0%	<b>49.3%</b>
6	137	27.3%	
5	112	22.4%	<b>34.9%</b>
4	63	12.6%	
3	37	7.4%	<b>15.8%</b>
2	20	4.0%	
1 - Not at All a Priority	22	4.4%	
Mean Rating on 1-7 Scale			Mean = 5.14

About half the respondents (49%) indicated that the City fostering economic development was a high-level priority (6 or 7 rating), compared to 35% who reported it was a mid-level priority (4 or 5 rating) and 16% who reported it was a low-level priority (1, 2, or 3 rating).

Females (57%) were more likely than were males (45%) to indicate that fostering economic development was a high-level priority.

White respondents (51%) were more likely than were minority respondents (37%) to indicate that the City fostering economic development was a high-level priority.

About two out of three renters (64%) indicated that the City fostering economic development was a high-level priority, compared to less than half (45%) of homeowners.



**On a scale of 1 to 7 where 7 means “the highest priority possible” and 1 means “not at all a priority” – how much of a priority should each of the following have for the City of Reno government: Partnering with other organizations and agencies (e.g., EDawn, RSCVA, Washoe County, UNR)**

<b>Priority for Partnering with Other Organizations and Agencies</b>	<b>Frequency (<i>n</i>=498)</b>	<b>Percentage</b>	<b>Percentage Combined</b>
7 - Highest Priority	85	17.1%	<b>43.0%</b>
6	129	25.9%	
5	134	26.9%	<b>46.4%</b>
4	97	19.5%	
3	22	4.4%	<b>10.6%</b>
2	18	3.6%	
1 - Not at All a Priority	13	2.6%	
Mean Rating on 1-7 Scale			Mean = 5.10

More respondents (46%) reported that the City partnering with other organizations and agencies was a mid-level priority (4 or 5 rating) than said it was a high-level (6 or 7 rating) priority (43%); 11% indicated it was a low-level priority (1, 2, or 3 rating).

Females (49%) were more likely than were males (39%) to indicate that partnering with other organizations and agencies was a high-level priority.

Nearly half (48%) of respondents without children in the household indicated that partnering with other organizations and agencies was a high-level priority, compared to one out of three (32%) of those with children in the household.

**On a scale of 1 to 7 where 7 means “the highest priority possible” and 1 means “not at all a priority” – how much of a priority should each of the following have for the City of Reno government: Providing non-emergency services (e.g., building inspections, code enforcement, business licenses)**

<b>Priority for Providing Non-Emergency Services</b>	<b>Frequency (n=496)</b>	<b>Percentage</b>	<b>Percentage Combined</b>
7 - Highest Priority	76	15.3%	<b>41.5%</b>
6	130	26.2%	
5	160	32.3%	<b>48.2%</b>
4	79	15.9%	
3	31	6.3%	<b>10.3%</b>
2	13	2.6%	
1 - Not at All a Priority	7	1.4%	
Mean Rating on 1-7 Scale			Mean = 5.15

Additionally, more respondents (48%) reported that the City providing non-emergency services was a mid-level priority (4 or 5 rating) than said it was a high-level (6 or 7 rating) priority (42%); 10% indicated it was a low-level priority (1, 2, or 3 rating).

Older respondents placed a higher priority on non-emergency services; about 61% of those age 65 and older indicated that this was a high-level priority compared to 46% of those age 50 to 64 and 31% of those age 16 to 49.

Nearly half (46%) of respondents without children in the household indicated that providing non-emergency services was a high-level priority, compared to one out of three (32%) of those with children in the household.

On a scale of 1 to 7 where 7 means “the highest priority possible” and 1 means “not at all a priority” – how much of a priority should each of the following have for the City of Reno government: Furthering land development (e.g., housing development, transit development)

Priority for Furthering Land Development	Frequency ( <i>n</i> =501)	Percentage	Percentage Combined
7 - Highest Priority	29	5.8%	<b>20.4%</b>
6	73	14.6%	
5	140	27.9%	<b>52.9%</b>
4	125	25.0%	
3	63	12.6%	<b>26.7%</b>
2	31	6.2%	
1 - Not at All a Priority	40	8.0%	
Mean Rating on 1-7 Scale			Mean = 4.26

Over half the respondents (53%) indicated that the City furthering land development was a mid-level priority (4 or 5 rating) and 27% indicated it was a low-level priority (1, 2, or 3 rating); only 20% reported that it was a high-level priority (6 or 7 rating).

**On a scale of 1 to 7 where 7 means “the highest priority possible” and 1 means “not at all a priority” – how much of a priority should each of the following have for the City of Reno government: Being efficient (e.g., sufficient planning, use of technology, allocation of human resources)**

Priority for Being Efficient	Frequency ( <i>n</i> =497)	Percentage	Percentage Combined
7 - Highest Priority	186	37.4%	<b>64.0%</b>
6	132	26.6%	
5	92	18.5%	<b>28.8%</b>
4	51	10.3%	
3	14	2.8%	<b>7.2%</b>
2	15	3.0%	
1 - Not at All a Priority	7	1.4%	
Mean Rating on 1-7 Scale			Mean = 5.71

About two out of three respondents (64%) indicated that the City being efficient was a high-level priority (6 or 7 rating) for the City of Reno government, while 29% reported it was a mid-level priority (4 or 5 rating) and just 7% indicated it was a low-level priority (1, 2, or 3 rating).

Respondents without children in the household (70%) were more likely than were those with children in the household (50%) to indicate that the City being efficient was a high-level priority.

**On a scale of 1 to 7 where 7 means “the highest priority possible” and 1 means “not at all a priority” – how much of a priority should each of the following have for the City of Reno government: Preserving and protecting the environment** (e.g., energy efficiency, recycling, managing hazardous waste, flood mitigation)

<b>Priority for Preserving and Protecting the Environment</b>	<b>Frequency (<i>n</i>=505)</b>	<b>Percentage</b>	<b>Percentage Combined</b>
7 - Highest Priority	126	25.0%	<b>53.7%</b>
6	145	28.7%	
5	103	20.4%	<b>32.9%</b>
4	63	12.5%	
3	24	4.8%	<b>13.5%</b>
2	27	5.3%	
1 - Not at All a Priority	17	3.4%	
Mean Rating on 1-7 Scale			Mean = 5.27

Over half the respondents (54%) indicated that the City preserving and protecting the environment was a high-level priority (6 or 7 rating), while one out of three (33%) reported it was a mid-level priority (4 or 5 rating) and 14% indicated it was a low-level priority (1, 2, or 3 rating).

Two out of three females (66%) indicated that preserving and protecting the environment was a high-level priority compared to less than half the males (46%).

Additionally, respondents without children in the household (57%) were more likely than were those with children in the household (45%) to indicate that preserving and protecting the environment was a high-level priority.

**On a scale of 1 to 7 where 7 means “the highest priority possible” and 1 means “not at all a priority” – how much of a priority should each of the following have for the City of Reno government: Listening to and partnering with citizens (e.g., Neighborhood Advisory Boards, public comment at meetings, surveys)**

<b>Priority for Listening to and Partnering with Citizens</b>	<b>Frequency (<i>n</i>=498)</b>	<b>Percentage</b>	<b>Percentage Combined</b>
7 - Highest Priority	160	32.1%	<b>61.8%</b>
6	148	29.7%	
5	99	19.9%	<b>29.5%</b>
4	48	9.6%	
3	17	3.4%	<b>8.6%</b>
2	16	3.2%	
1 - Not at All a Priority	10	2.0%	
Mean Rating on 1-7 Scale			Mean = 5.60

About three out of five respondents (62%) indicated that the City listening to and partnering with citizens was a high-level priority (6 or 7 rating), while 30% reported it was a mid-level priority (4 or 5 rating) and 9% indicated it was a low-level priority (1, 2, or 3 rating).

Older respondents placed a higher priority on the City government listening to and partnering with citizens; about 69% of those at age 50 and older indicated that this was a high-level priority compared to 54% of those age 16 to 49.

Females (69%) were more likely than were males (58%) to indicate that listening to and partnering with citizens was a high-level priority.

Two out of three respondents (67%) without children in the household indicated that listening to and partnering with citizens was a high-level priority, compared to half (50%) of those with children in the household.

On a scale of 1 to 7 where 7 means “the highest priority possible” and 1 means “not at all a priority” – how much of a priority should each of the following have for the City of Reno government: Furthering community redevelopment projects (e.g., Midtown project, area around Aces Ballpark)

Priority for Furthering Community Redevelopment Projects	Frequency ( <i>n</i> =499)	Percentage	Percentage Combined
7 - Highest Priority	112	22.4%	<b>45.5%</b>
6	115	23.0%	
5	102	20.4%	<b>35.3%</b>
4	74	14.8%	
3	37	7.4%	<b>19.2%</b>
2	31	6.2%	
1 - Not at All a Priority	28	5.6%	
Mean Rating on 1-7 Scale			Mean = 4.97

About 46% of respondents indicated that furthering community redevelopment projects was a top priority (6 or 7 rating) for City government, while 35% reported it was a mid-level priority (4 or 5 rating) and 19% indicated it was a low-level priority (1, 2, or 3 rating).

**On a scale of 1 to 7 where 7 means “the highest priority possible” and 1 means “not at all a priority” – how much of a priority should each of the following have for the City of Reno government: Responding to citizen needs and desires (e.g., making changes and adjustments based on citizen input)**

<b>Priority for Responding to Citizen Needs and Desires</b>	<b>Frequency (<i>n</i>=495)</b>	<b>Percentage</b>	<b>Percentage Combined</b>
7 - Highest Priority	133	26.9%	<b>56.2%</b>
6	145	29.3%	
5	106	21.4%	<b>35.4%</b>
4	69	13.9%	
3	13	2.6%	<b>8.5%</b>
2	15	3.0%	
1 - Not at All a Priority	14	2.8%	
Mean Rating on 1-7 Scale			Mean = 5.43

Over half the respondents (56%) indicated that the City responding to citizen needs and desires was a top priority (6 or 7 rating), while 35% reported it was a mid-level priority (4 or 5 rating) and 9% indicated it was a low-level priority (1, 2, or 3 rating).

Older respondents placed a higher priority on the City government responding to citizen needs and desires; about 63% of those at age 50 and older indicated that this was a high-level priority compared to 50% of those age 16 to 49.

Respondents without children in the household (61%) were more likely than were respondents with children in the household (45%) to indicate that responding to citizen needs and desires was a high-level priority.



**On a scale of 1 to 7 where 7 means “the highest priority possible” and 1 means “not at all a priority” – how much of a priority should each of the following have for the City of Reno government: Maintaining and improving infrastructure (e.g., roads, storm drain, sewer)**

<b>Priority for Maintaining and Improving Infrastructure</b>	<b>Frequency (<i>n</i>=499)</b>	<b>Percentage</b>	<b>Percentage Combined</b>
7 - Highest Priority	201	40.3%	<b>72.3%</b>
6	160	32.1%	
5	77	15.4%	<b>23.2%</b>
4	39	7.8%	
3	12	2.4%	<b>4.4%</b>
2	7	1.4%	
1 - Not at All a Priority	3	0.6%	
Mean Rating on 1-7 Scale			Mean = 5.93

Nearly three out of four respondents (72%) indicated that maintaining and improving infrastructure was a high-level priority (6 or 7 rating) for City government, while 23% reported it was a mid-level priority (4 or 5 rating) and just 4% indicated it was a low-level priority (1, 2, or 3 rating).

Older respondents placed a higher priority on the City maintaining and improving infrastructure; about 86% of those age 65 and older indicated this was a high-level priority compared to 75% of those age 50 to 64, 67% of those age 35 to 49, and 64% of those age 16 to 34.

Respondents without children in the household (76%) were more likely than were those with children in the household (65%) to indicate that maintaining and improving infrastructure was a high-level priority.

On a scale of 1 to 7 where 7 means “the highest priority possible” and 1 means “not at all a priority” – how much of a priority should each of the following have for the City of Reno government: **Being fiscally responsible** (e.g., credible budget, fiscal planning, transparency of budget)

Priority for Being Fiscally Responsible	Frequency ( <i>n</i> =501)	Percentage	Percentage Combined
7 - Highest Priority	334	66.7%	<b>82.0%</b>
6	77	15.4%	
5	37	7.4%	<b>12.4%</b>
4	25	5.0%	
3	9	1.8%	<b>5.6%</b>
2	11	2.2%	
1 - Not at All a Priority	8	1.6%	
Mean Rating on 1-7 Scale			Mean = 6.27

Over four out of five respondents (82%) indicated that being fiscally responsible was a high-level priority (6 or 7 rating) for City government, while 12% reported it was a mid-level priority (4 or 5 rating) and 6% indicated it was a low-level priority (1, 2, or 3 rating).

Females (88%) were more likely than were males (78%) to indicate that the City being fiscally responsible was a high-level priority.

**On a scale of 1 to 7 where 7 means “the highest priority possible” and 1 means “not at all a priority” – how much of a priority should each of the following have for the City of Reno government: Providing for recreational and cultural needs (e.g., parks/ open space & recreation, arts & culture programs)**

<b>Priority for Providing for Recreational and Cultural Needs</b>	<b>Frequency (<i>n</i>=503)</b>	<b>Percentage</b>	<b>Percentage Combined</b>
7 - Highest Priority	97	19.3%	<b>42.3%</b>
6	116	23.1%	
5	138	27.4%	<b>42.3%</b>
4	75	14.9%	
3	38	7.6%	<b>15.3%</b>
2	22	4.4%	
1 - Not at All a Priority	17	3.4%	
Mean Rating on 1-7 Scale			Mean = 5.05

Overall the same percentage of respondents (42%) indicated that the City providing for recreational and cultural needs was a high-level priority (6 or 7 rating) as said it was a mid-level priority (4 or 5 rating); additionally, 15% indicated it was a low-level priority (1, 2, or 3 rating).

Females (50%) were more likely than were males (38%) to indicate that the City providing for recreational and cultural needs was a high-level priority.

Nearly half (47%) of respondents without children in the household indicated that providing for recreational and cultural needs was a high-level priority, compared to one out of three (33%) of those with children in the household.

## SATISFACTION WITH RENO CITY GOVERNMENT

On a scale of 1 to 7 where 7 means “the highest level of satisfaction possible” and 1 means “not at all satisfied” – how satisfied are you with the following aspects of the City of Reno government: Delivering public safety services (e.g., fire, police)

Satisfaction with Delivering Public Safety Services	Frequency (n=477)	Percentage	Percentage Combined
7 - Highest Satisfaction	89	18.7%	<b>48.2%</b>
6	141	29.6%	
5	108	22.6%	<b>33.5%</b>
4	52	10.9%	
3	36	7.5%	<b>18.2%</b>
2	22	4.6%	
1 - Not at All Satisfied	29	6.1%	
Mean Rating on 1-7 Scale			Mean = 5.03

Nearly half the respondents (48%) expressed a high-level of satisfaction (6 or 7 rating) with the City of Reno government for delivering public safety services, while about one out of three (34%) expressed a mid-level of satisfaction (4 or 5 rating) and 18% indicated a low-level of satisfaction (1, 2, or 3 rating).

Older respondents were more satisfied with the City delivering public safety services; about 60% of those age 65 and older expressed a high-level of satisfaction compared to 49% of those age 50 to 64, 46% of those age 35 to 49, and 41% of those age 16 to 34.

**On a scale of 1 to 7 where 7 means “the highest level of satisfaction possible” and 1 means “not at all satisfied” – how satisfied are you with the following aspects of the City of Reno government: Fostering economic development (e.g., marketing the area, financial incentives for businesses)**

<b>Satisfaction with Fostering Economic Development</b>	<b>Frequency (<i>n</i> = 442)</b>	<b>Percentage</b>	<b>Percentage Combined</b>
7 - Highest Satisfaction	17	3.8%	<b>18.8%</b>
6	66	14.9%	
5	116	26.2%	<b>51.8%</b>
4	113	25.6%	
3	50	11.3%	<b>29.4%</b>
2	30	6.8%	
1 - Not at All Satisfied	50	11.3%	
Mean Rating on 1-7 Scale			Mean = 4.09

Half the respondents (52%) expressed a mid-level of satisfaction (4 or 5 rating) with the City fostering economic development, 19% expressed a high-level of satisfaction (6 or 7 rating) and 29% indicated a low-level of satisfaction (1, 2, or 3 rating).

Females (24%) were more likely than were males (16%) to express a high-level of satisfaction with the City fostering economic development.

Respondents without children in the household (21%) were more likely than were those with children in the household (16%) to express a high-level of satisfaction with the City fostering economic development.

**On a scale of 1 to 7 where 7 means “the highest level of satisfaction possible” and 1 means “not at all satisfied” – how satisfied are you with the following aspects of the City of Reno government: Partnering with other organizations and agencies (e.g., EDAWN, RSCVA, Washoe County, UNR)**

<b>Satisfaction with Partnering with Other Organizations and Agencies</b>	<b>Frequency (n=422)</b>	<b>Percentage</b>	<b>Percentage Combined</b>
7 - Highest Satisfaction	15	3.6%	<b>19.2%</b>
6	66	15.6%	
5	108	25.6%	<b>51.4%</b>
4	109	25.8%	
3	61	14.5%	<b>29.4%</b>
2	28	6.6%	
1 - Not at All Satisfied	35	8.3%	
Mean Rating on 1-7 Scale			Mean = 4.15

Half the respondents (51%) expressed a mid-level of satisfaction (4 or 5 rating) with the City partnering with other organizations and agencies, 19% expressed a high-level of satisfaction (6 or 7 rating) and 29% indicated a low-level of satisfaction (1, 2, or 3 rating).

Females (25%) were more likely than were males (16%) to express a high-level of satisfaction with the City partnering with other organizations and agencies.

**On a scale of 1 to 7 where 7 means “the highest level of satisfaction possible” and 1 means “not at all satisfied” – how satisfied are you with the following aspects of the City of Reno government: Providing non-emergency services** (e.g., building inspections, code enforcement, business licenses)

<b>Satisfaction with Providing Non-Emergency Services</b>	<b>Frequency (<i>n</i>=412)</b>	<b>Percentage</b>	<b>Percentage Combined</b>
7 - Highest Satisfaction	22	5.3%	<b>25.7%</b>
6	84	20.4%	
5	117	28.4%	<b>51.7%</b>
4	96	23.3%	
3	45	10.9%	<b>22.6%</b>
2	23	5.6%	
1 - Not at All Satisfied	25	6.1%	
Mean Rating on 1-7 Scale			Mean = 4.45

Half the respondents (52%) expressed a mid-level of satisfaction (4 or 5 rating) with the City providing non-emergency service, 26% expressed a high-level of satisfaction (6 or 7 rating) and 23% indicated a low-level of satisfaction (1, 2, or 3 rating).

Females (33%) were more likely than were males (21%) to express a high-level of satisfaction with the City providing non-emergency services.

White respondents (27%) were more likely than were minority respondents (18%) to express a high-level of satisfaction with the City providing non-emergency services.

**On a scale of 1 to 7 where 7 means “the highest level of satisfaction possible” and 1 means “not at all satisfied” – how satisfied are you with the following aspects of the City of Reno government: Furthering land development** (e.g., housing development, transit development)

<b>Satisfaction with Furthering Land Development</b>	<b>Frequency (<i>n</i>=421)</b>	<b>Percentage</b>	<b>Percentage Combined</b>
7 - Highest Satisfaction	9	2.1%	<b>16.9%</b>
6	62	14.7%	
5	91	21.6%	<b>53.0%</b>
4	132	31.4%	
3	50	11.9%	<b>30.2%</b>
2	34	8.1%	
1 - Not at All Satisfied	43	10.2%	
Mean Rating on 1-7 Scale			Mean = 3.99

Half the respondents (53%) expressed a mid-level of satisfaction (4 or 5 rating) with the City furthering land development, 17% expressed a high-level of satisfaction (6 or 7 rating) and 30% indicated a low-level of satisfaction (1, 2, or 3 rating).



**On a scale of 1 to 7 where 7 means “the highest level of satisfaction possible” and 1 means “not at all satisfied” – how satisfied are you with the following aspects of the City of Reno government: Being efficient (e.g., sufficient planning, use of technology, allocation of human resources)**

<b>Satisfaction with Being Efficient</b>	<b>Frequency (n=451)</b>	<b>Percentage</b>	<b>Percentage Combined</b>
7 - Highest Satisfaction	22	4.9%	<b>18.8%</b>
6	63	14.0%	
5	81	18.0%	<b>43.5%</b>
4	115	25.5%	
3	56	12.4%	<b>37.7%</b>
2	55	12.2%	
1 - Not at All Satisfied	59	13.1%	
Mean Rating on 1-7 Scale			Mean = 3.84

About 44% expressed a mid-level of satisfaction (4 or 5 rating) for the City being efficient, 19% expressed a high-level of satisfaction (6 or 7 rating) and 38% indicated a low-level of satisfaction (1, 2, or 3 rating).

**On a scale of 1 to 7 where 7 means “the highest level of satisfaction possible” and 1 means “not at all satisfied” – how satisfied are you with the following aspects of the City of Reno government: Preserving and protecting the environment** (e.g., energy efficiency, recycling, managing hazardous waste, flood mitigation)

<b>Satisfaction with Preserving and Protecting the Environment</b>	<b>Frequency (n=452)</b>	<b>Percentage</b>	<b>Percentage Combined</b>
7 - Highest Satisfaction	22	4.9%	<b>22.8%</b>
6	81	17.9%	
5	102	22.6%	<b>47.1%</b>
4	111	24.6%	
3	43	9.5%	<b>30.1%</b>
2	46	10.2%	
1 - Not at All Satisfied	47	10.4%	
Mean Rating on 1-7 Scale			Mean = 4.12

Nearly half the respondents (47%) expressed a mid-level of satisfaction (4 or 5 rating) for the City preserving and protecting the environment, 23% expressed a high-level of satisfaction (6 or 7 rating) and 30% indicated a low-level of satisfaction (1, 2, or 3 rating).

<b>High-Level of Satisfaction with Preserving and Protecting the Environment - By Zip Code</b>	<b>Percentage of 6 and 7 Ratings for Each Zip Code</b>
89511	36.4%
89506	34.8%
89523	29.2%
89521	24.3%
89503	19.3%
89509	17.9%
89502	15.8%
89519	13.6%

Among the 8 city zip codes that had at least 25 respondents each, respondents from the 89511 and 89506 zip codes had the highest level of satisfaction with the City government preserving and protecting the environment. *(This was the only significant difference by zip code found in the study.)*

**On a scale of 1 to 7 where 7 means “the highest level of satisfaction possible” and 1 means “not at all satisfied” – how satisfied are you with the following aspects of the City of Reno government: Listening to and partnering with citizens** (e.g., Neighborhood Advisory Boards, public comment at meetings, surveys)

<b>Satisfaction with Listening to and Partnering with Citizens</b>	<b>Frequency (<i>n</i>=433)</b>	<b>Percentage</b>	<b>Percentage Combined</b>
7 - Highest Satisfaction	28	6.5%	<b>22.6%</b>
6	70	16.2%	
5	75	17.3%	<b>42.5%</b>
4	109	25.2%	
3	44	10.2%	<b>34.9%</b>
2	43	9.9%	
1 - Not at All Satisfied	64	14.8%	
Mean Rating on 1-7 Scale			Mean = 3.95

About 43% of respondents expressed a mid-level of satisfaction (4 or 5 rating) for the City listening to and partnering with citizens, 23% expressed a high-level of satisfaction (6 or 7 rating) and 35% indicated a low-level of satisfaction (1, 2, or 3 rating).

**On a scale of 1 to 7 where 7 means “the highest level of satisfaction possible” and 1 means “not at all satisfied” – how satisfied are you with the following aspects of the City of Reno government: Furthering community redevelopment projects (e.g., Midtown project, area around Aces Ballpark)**

<b>Satisfaction with Furthering Community Redevelopment Projects</b>	<b>Frequency (<i>n</i>=455)</b>	<b>Percentage</b>	<b>Percentage Combined</b>
7 - Highest Satisfaction	25	5.5%	<b>21.5%</b>
6	73	16.0%	
5	81	17.8%	<b>40.2%</b>
4	102	22.4%	
3	47	10.3%	<b>38.2%</b>
2	46	10.1%	
1 - Not at All Satisfied	81	17.8%	
Mean Rating on 1-7 Scale			Mean = 3.82

Two out of five respondents (40%) expressed a mid-level of satisfaction (4 or 5 rating) for the City furthering community redevelopment projects, 22% expressed a high-level of satisfaction (6 or 7 rating) and 38% indicated a low-level of satisfaction (1, 2, or 3 rating).

**On a scale of 1 to 7 where 7 means “the highest level of satisfaction possible” and 1 means “not at all satisfied” – how satisfied are you with the following aspects of the City of Reno government: Responding to citizen needs and desires (e.g., making changes and adjustments based on citizen input)**

<b>Satisfaction with Responding to Citizen Needs and Desires</b>	<b>Frequency (n=433)</b>	<b>Percentage</b>	<b>Percentage Combined</b>
7 - Highest Satisfaction	27	6.2%	<b>16.4%</b>
6	44	10.2%	
5	80	18.5%	<b>44.6%</b>
4	113	26.1%	
3	50	11.5%	<b>39.0%</b>
2	51	11.8%	
1 - Not at All Satisfied	68	15.7%	
Mean Rating on 1-7 Scale			Mean = 3.75

About 45% of respondents expressed a mid-level of satisfaction (4 or 5 rating) for the City responding to citizen needs and desires, 16% expressed a high-level of satisfaction (6 or 7 rating) and 39% indicated a low-level of satisfaction (1, 2, or 3 rating).

**On a scale of 1 to 7 where 7 means “the highest level of satisfaction possible” and 1 means “not at all satisfied” – how satisfied are you with the following aspects of the City of Reno government: Maintaining and improving infrastructure (e.g., roads, storm drain, sewer)**

<b>Satisfaction with Maintaining and Improving Infrastructure</b>	<b>Frequency (n=471)</b>	<b>Percentage</b>	<b>Percentage Combined</b>
7 - Highest Satisfaction	39	8.3%	<b>31.4%</b>
6	109	23.1%	
5	112	23.8%	<b>45.9%</b>
4	104	22.1%	
3	32	6.8%	<b>22.7%</b>
2	33	7.0%	
1 - Not at All Satisfied	42	8.9%	
Mean Rating on 1-7 Scale			Mean = 4.47

About 46% of respondents expressed a mid-level of satisfaction (4 or 5 rating) for the City maintaining and improving infrastructure, 31% expressed a high-level of satisfaction (6 or 7 rating) and 23% indicated a low-level of satisfaction (1, 2, or 3 rating).

Minority respondents (42%) were more likely than were white respondents (29%) to express a high-level of satisfaction with the City maintaining and improving infrastructure.

On a scale of 1 to 7 where 7 means “the highest level of satisfaction possible” and 1 means “not at all satisfied” – how satisfied are you with the following aspects of the City of Reno government: **Being fiscally responsible** (e.g., credible budget, fiscal planning, transparency of budget)

Satisfaction with Being Fiscally Responsible	Frequency (n=449)	Percentage	Percentage Combined
7 - Highest Satisfaction	34	7.6%	<b>20.0%</b>
6	56	12.5%	
5	82	18.3%	<b>37.9%</b>
4	88	19.6%	
3	41	9.1%	<b>42.1%</b>
2	57	12.7%	
1 - Not at All Satisfied	91	20.3%	
Mean Rating on 1-7 Scale			Mean = 3.71

A higher percentage of respondents (42%) indicated a low-level of satisfaction (1, 2, or 3 rating) with the City being fiscally responsible than expressed either a mid-level of satisfaction (38% a 4 or 5 rating) or a high-level of satisfaction (20% a 6 or 7 rating).

**On a scale of 1 to 7 where 7 means “the highest level of satisfaction possible” and 1 means “not at all satisfied” – how satisfied are you with the following aspects of the City of Reno government: Providing for recreational and cultural needs (e.g., parks/ open space & recreation, arts & culture programs)**

<b>Satisfaction with Providing for Recreational and Cultural Needs</b>	<b>Frequency (<i>n</i>=464)</b>	<b>Percentage</b>	<b>Percentage Combined</b>
7 - Highest Satisfaction	35	7.5%	<b>30.6%</b>
6	107	23.1%	
5	118	25.4%	<b>45.7%</b>
4	94	20.3%	
3	47	10.1%	<b>23.7%</b>
2	28	6.0%	
1 - Not at All Satisfied	35	7.5%	
Mean Rating on 1-7 Scale			Mean = 4.49

About 46% of respondents expressed a mid-level of satisfaction (4 or 5 rating) with the City providing for recreational and cultural needs, 31% expressed a high-level of satisfaction (6 or 7 rating) and 24% indicated a low-level of satisfaction (1, 2, or 3 rating).



## RELATIONSHIP BETWEEN PRIORITIES AND SATISFACTION

Relationship Regarding Delivering Public Safety Services	High-Level Priority	Mid-Level Priority	Low-Level Priority
High-Level Satisfaction	<b>44.4%</b>	3.8%	0.2%
Mid-Level Satisfaction	27.0%	6.1%	0.4%
Low-Level Satisfaction	14.0%	2.5%	1.7%

Overall, the City government delivering public safety services was predominantly considered to be a high-level priority with high-level satisfaction.

Relationship Regarding Fostering Economic Development	High-Level Priority	Mid-Level Priority	Low-Level Priority
High-Level Satisfaction	12.5%	4.8%	1.4%
Mid-Level Satisfaction	<b>24.1%</b>	22.8%	5.0%
Low-Level Satisfaction	14.1%	7.1%	8.2%

Overall, the City government fostering economic development was predominantly considered to be a high-level priority with mid-level satisfaction.

Relationship Regarding Partnering with Other Organizations/Agencies	High-Level Priority	Mid-Level Priority	Low-Level Priority
High-Level Satisfaction	13.4%	5.5%	0.5%
Mid-Level Satisfaction	18.7%	<b>28.9%</b>	3.6%
Low-Level Satisfaction	13.9%	9.8%	5.7%

Overall, the City government partnering with other organizations and agencies was predominantly considered to be a mid-level priority with mid-level satisfaction.

<b>Relationship Regarding Providing Non-Emergency Services</b>	<b>High-Level Priority</b>	<b>Mid-Level Priority</b>	<b>Low-Level Priority</b>
<b>High-Level Satisfaction</b>	16.7%	8.6%	0.7%
<b>Mid-Level Satisfaction</b>	18.9%	<b>29.7%</b>	3.2%
<b>Low-Level Satisfaction</b>	7.8%	8.3%	6.1%

Overall, the City government providing non-emergency services was predominantly considered to be a mid-level priority with mid-level satisfaction.

<b>Relationship Regarding Furthering Land Development</b>	<b>High-Level Priority</b>	<b>Mid-Level Priority</b>	<b>Low-Level Priority</b>
<b>High-Level Satisfaction</b>	5.8%	9.1%	2.2%
<b>Mid-Level Satisfaction</b>	10.1%	<b>33.9%</b>	9.4%
<b>Low-Level Satisfaction</b>	5.5%	10.6%	13.5%

Overall, the City government furthering land development was predominantly considered to be a mid-level priority with mid-level satisfaction.

<b>Relationship Regarding Being Efficient</b>	<b>High-Level Priority</b>	<b>Mid-Level Priority</b>	<b>Low-Level Priority</b>
<b>High-Level Satisfaction</b>	13.8%	4.7%	0.0%
<b>Mid-Level Satisfaction</b>	<b>26.6%</b>	14.9%	2.3%
<b>Low-Level Satisfaction</b>	24.4%	8.6%	4.7%

Overall, the City government being efficient was predominantly considered to be a high-level priority with mid-level satisfaction.

<b>Relationship Regarding Preserving and Protecting the Environment</b>	<b>High-Level Priority</b>	<b>Mid-Level Priority</b>	<b>Low-Level Priority</b>
<b>High-Level Satisfaction</b>	15.3%	5.5%	2.0%
<b>Mid-Level Satisfaction</b>	<b>21.5%</b>	20.4%	5.3%
<b>Low-Level Satisfaction</b>	17.3%	6.4%	6.2%

Overall, the City government preserving and protecting the environment was predominantly considered to be a high-level priority with mid-level satisfaction.

<b>Relationship Regarding Listening to and Partnering with Citizens</b>	<b>High-Level Priority</b>	<b>Mid-Level Priority</b>	<b>Low-Level Priority</b>
<b>High-Level Satisfaction</b>	15.7%	5.8%	1.2%
<b>Mid-Level Satisfaction</b>	<b>23.8%</b>	17.3%	1.9%
<b>Low-Level Satisfaction</b>	22.0%	6.3%	6.1%

Overall, the City government listening to and partnering with citizens was predominantly considered to be a high-level priority with mid-level satisfaction.

<b>Relationship Regarding Furthering Community Redevelopment Projects</b>	<b>High-Level Priority</b>	<b>Mid-Level Priority</b>	<b>Low-Level Priority</b>
<b>High-Level Satisfaction</b>	15.7%	5.1%	1.1%
<b>Mid-Level Satisfaction</b>	15.0%	<b>20.8%</b>	4.3%
<b>Low-Level Satisfaction</b>	16.6%	9.4%	12.1%

Overall, the City government furthering community redevelopment projects was predominantly considered to be a mid-level priority with mid-level satisfaction.

<b>Relationship Regarding Responding to Citizen Needs and Desires</b>	<b>High-Level Priority</b>	<b>Mid-Level Priority</b>	<b>Low-Level Priority</b>
<b>High-Level Satisfaction</b>	11.7%	4.4%	0.2%
<b>Mid-Level Satisfaction</b>	20.4%	22.0%	2.6%
<b>Low-Level Satisfaction</b>	<b>24.6%</b>	8.0%	6.1%

Overall, the City government responding to citizen needs and desires was predominantly considered to be a high-level priority with low-level satisfaction.

<b>Relationship Regarding Maintaining and Improving Infrastructure</b>	<b>High-Level Priority</b>	<b>Mid-Level Priority</b>	<b>Low-Level Priority</b>
<b>High-Level Satisfaction</b>	25.5%	4.8%	1.1%
<b>Mid-Level Satisfaction</b>	<b>30.2%</b>	14.7%	1.3%
<b>Low-Level Satisfaction</b>	16.8%	3.7%	1.9%

Overall, the City government maintaining and improving infrastructure was predominantly considered to be a high-level priority with mid-level satisfaction.

<b>Relationship Regarding Being Fiscally Responsible</b>	<b>High-Level Priority</b>	<b>Mid-Level Priority</b>	<b>Low-Level Priority</b>
<b>High-Level Satisfaction</b>	18.8%	1.1%	0.0%
<b>Mid-Level Satisfaction</b>	28.5%	7.6%	1.6%
<b>Low-Level Satisfaction</b>	<b>34.8%</b>	3.4%	4.3%

Overall, the City government being fiscally responsible was predominantly considered to be a high-level priority with low-level satisfaction.

<b>Relationship Regarding Providing for Recreational and Cultural Needs</b>	<b>High-Level Priority</b>	<b>Mid-Level Priority</b>	<b>Low-Level Priority</b>
<b>High-Level Satisfaction</b>	18.7%	9.3%	2.6%
<b>Mid-Level Satisfaction</b>	15.0%	<b>25.4%</b>	5.4%
<b>Low-Level Satisfaction</b>	10.0%	8.0%	5.6%

Overall, the City government providing for recreational and cultural needs was predominantly considered to be a mid-level priority with mid-level satisfaction.

*NOTE: Additional information about the relationships between priority levels and satisfaction levels is located in the Executive Summary.*

## ATTENTIVENESS TO AND INTEREST IN RENO CITY GOVERNMENT

**In general, how attentive are you to City of Reno government meetings, decisions, and communications?**

Attentiveness to City of Reno Information	Frequency (n = 510)	Percentage
Extremely attentive	57	11.2%
Very attentive	186	36.5%
Somewhat attentive	230	45.1%
Not attentive	37	7.3%

Nearly half the respondents (48%) were either extremely attentive (11%) or very attentive (37%) to City of Reno government meetings, decisions, and communications, while about 45% characterized themselves as being somewhat attentive and 7% were not attentive.

Older respondents were more likely to be attentive to City government information; about 59% of those age 65 and older were extremely or very attentive compared to 56% of those age 50 to 64, 42% of those age 35 to 49, and 33% of those age 16 to 34.

The longer the residency, the more likely respondents were to be attentive to City government information; 56% of those with more than 20 years of residency were extremely or very attentive compared to 44% of those with 11 to 20 years of residency and 39% of those with up to 10 years of residency.

Half of the homeowners (51%) indicated they were extremely or very attentive to City government information, compared to about one out of three renters (31%).

**In general, how interested are you in getting involved in additional dialogue with the City of Reno about various issues?**

Interest in Additional Dialogue with City of Reno about Issues	Frequency (n = 510)	Percentage
Extremely interested	64	12.5%
Very interested	171	33.5%
Somewhat interested	217	42.5%
Not interested	58	11.4%

Nearly half the respondents (46%) were either extremely interested (13%) or very interested (34%) in getting involved in additional dialogue with the City of Reno government about various issues, while 43% characterized themselves as being somewhat interested and 11% were not interested.

Males (51%) were more likely than were females (41%) to be extremely or very interested in additional dialogue with the City about issues.

## RESPONDENTS' DEMOGRAPHICS

**The following questions are for classification purposes only. In what year were you born?** *[Used to calculate age group.]*

Age Group	Frequency (n = 489)	Percentage
Age 16 to 34	91	18.6%
Age 35 to 49	151	30.9%
Age 50 to 64	157	32.1%
Age 65 or older	90	18.4%

About 19% of respondents were age 16 to 34, 31% were age 35 to 49, 32% were age 50 to 64, and 18% were age 65 or older.

### What is your gender?

Gender	Frequency (n = 499)	Percentage
Male	304	60.9%
Female	195	39.1%

About 61% of respondents were male and 39% were female.

### Which of the following racial or ethnic categories best describes you?

Race/Ethnicity	Frequency (n = 493)	Percentage
White, non-Hispanic	427	86.6%
Hispanic	17	3.4%
Asian/Pacific Islander	11	2.2%
Native American	5	1.0%
Black, non-Hispanic	5	1.0%
Other	28	5.7%

The majority of respondents (87%) identified themselves as white, non-Hispanic.

### Are there children under the age of 18 in your household?

Children in Household	Frequency (n = 498)	Percentage
Yes	148	29.7%
No	350	70.3%

About three out of ten respondents (30%) reported that there were children under the age of 18 in their household.

### How long have you lived in the City of Reno?

Length of Residency	Frequency (n = 504)	Percentage
Less than 1 year	12	2.4%
1-3 years	39	6.0%
4-5 years	25	5.0%
6-10 years	87	17.3%
11-20 years	117	23.2%
More than 20 years	233	46.2%

About 31% of respondents had lived in the City of Reno up to 10 years, 23% had live in the City for 11 to 20 years, and 46% had lived in the City more than 20 years.

### Do you own or rent your current place of residence?

Own or Rent Residence	Frequency (n = 501)	Percentage
Own	383	76.4%
Rent	118	23.6%

Three out of four respondents (76%) reported that they owned their current place of residence, while 24% rented.



### What is your 5-digit Zip Code?

Zip Code	Frequency (n = 493)	Percentage
89509	129	26.2%
89523	77	15.6%
89503	63	12.8%
89502	60	12.2%
89521	45	9.1%
89506	27	5.5%
89519	27	5.5%
89511	26	5.3%
89501	14	2.8%
89512	14	2.8%
Other (89505, 89507, 89508)	11	2.2%

Respondents were from 13 different City of Reno zip codes, as shown above.